

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. – 18. (Cancelled)

19. (Currently Amended) A method for displaying advertisements at a user location, comprising:

displaying entertainment content at the user location, the entertainment content including insertion points for display of advertisements;

receiving a plurality of advertisements at the user location; and

displaying at least one of the received plurality of advertisements during a first insertion point, the at least one of the plurality of advertisements selected based on user preferences from a plurality of user locations and in accordance with a winning bid of an advertiser in an auction. ~~a user preference, wherein display of an advertisement during the first insertion point is deemed appropriate based on a subscription level of the user; and~~

~~continuing display of the entertainment content without displaying an advertisement during a second insertion point, wherein the display of an advertisement during the second insertion point is deemed inappropriate based on the subscription level of a user.~~

20. (Previously Presented) A method as recited in claim 19, further comprising:

receiving a pre-recorded medium containing the entertainment content and storing the medium at the user location.

21. (Previously Presented) A method as recited in claim 20, further comprising:

receiving entertainment content on a medium having a hardware security feature such that display of the entertainment content is possible only upon a player device including hardware compatible with the hardware security feature.

22. (Previously Presented) A method as recited in claim 21, further comprising:

receiving the entertainment content on a medium that comprises a disk having a diameter greater than about 125 mm and less than 300 mm.

23. (Previously Presented) A method as recited in claim 21, further comprising:  
receiving the entertainment content on a medium that comprises a disk having data recorded on a reflective layer and an optically transmissive coating having a total transmission at 635 nm of less than a predetermined minimum transmission.

24. (Previously Presented) A method as recited in claim 19, further comprising:  
caching the subset of received advertisements at the user location.

25. (Previously Presented) A method as recited in claim 24, further comprising:  
selecting at least one of the cached advertisements based upon the customer preference, wherein the displaying at least one of the selected advertisements comprises displaying the selected cached advertisements.

26. (Previously Presented) A method as recited in claim 19, further comprising:  
receiving the entertainment content from a source remote from the user location.

27. (Previously Presented) A method as recited in claim 19, wherein:  
selecting a subset of the received advertisements based upon the customer preference comprises selecting a received advertisement based on the customer preference at a plurality of user locations in accordance with a purchase transaction by an advertiser.

28. – 32. (Cancelled)

33. (Currently Amended) A computer readable medium comprising instructions for displaying advertisements at a user location, the instructions comprising:  
instructions to display entertainment content at the user location, the entertainment content including insertion points for display of advertisements;

instructions to receive a plurality of advertisements at the user location; and  
instructions to display at least one of the received plurality of advertisements during a first insertion point, the at least one of the plurality of advertisements selected based on user preferences from a plurality of user locations and in accordance with a winning bid of an advertiser in an auction, ~~a user preference, wherein display of an advertisement during the first insertion point is deemed appropriate based on a subscription level of the user; and~~  
~~continuing display of the entertainment content without displaying an advertisement during a second insertion point, wherein the display of an advertisement during the second insertion point is deemed inappropriate based on the subscription level of a user.~~

34. (Previously Presented) The computer readable medium of claim 33, the instructions further comprising:

instructions to receive a pre-recorded medium containing the entertainment content and storing the medium at the user location.

35. (Previously Presented) The computer readable medium of claim 34, the instructions further comprising:

instructions to receive entertainment content on a medium having a hardware security feature such that display of the entertainment content is possible only upon a player device including hardware compatible with the hardware security feature.

36. (Previously Presented) The computer readable medium of claim 33, the instructions further comprising:

instructions to cache the subset of received advertisements at the user location.

37. (Previously Presented) The computer readable medium of claim 36, the instructions further comprising:

instructions to select at least one of the cached advertisements based upon the customer preference; and

wherein the displaying at least one of the selected advertisements comprises displaying the selected cached advertisements.

38. (Currently Amended) A system for displaying advertisements at a user location, the system comprising:

a receiver configured to receive a plurality of advertisements at the user location; and  
a device configured to:

display entertainment content at the user location, the entertainment content including insertion points for display of advertisements, and

display at least one of the received plurality of advertisements during a first insertion point, the at least one of the plurality of advertisements selected based on user preferences from a plurality of user locations and in accordance with a winning bid of an advertiser in an auction. ~~a user preference, wherein display of an advertisement during the first insertion point is deemed appropriate based on a subscription level of the user, and~~

~~continue display of the entertainment content without displaying an advertisement during a second insertion point, wherein the display of an advertisement during the second insertion point is deemed inappropriate based on the subscription level of a user.~~

39. (Previously Presented) The system of claim 38, wherein the receiver is further configured to receive a pre-recorded medium containing the entertainment content and storing the medium at the user location.

40. (Previously Presented) The system of claim 39, wherein the receiver is further configured to receive entertainment content on a medium having a hardware security feature such that display of the entertainment content is possible only upon a player device including hardware compatible with the hardware security feature.

41. (Previously Presented) The system of claim 38, further comprising:

a storage medium configured to cache the subset of received advertisements at the user location.

42. (Previously Presented) The system of claim 41, further comprising:

a computing device configured to select at least one of the cached advertisements based upon the customer preference; and

wherein the displaying at least one of the selected advertisements comprises displaying the selected cached advertisements.

43. (Currently Amended) A system for displaying advertisements at a user location, the system comprising:

means for displaying entertainment content at the user location, the entertainment content including insertion points for display of advertisements;

means for receiving a plurality of advertisements at the user location; and

means for displaying the selected at least one of the received plurality of advertisements during a first insertion point, the at least one of the plurality of advertisements selected based on user preferences from a plurality of user locations and in accordance with a winning bid of an advertiser in an auction. ~~a user preference, wherein display of an advertisement during the first insertion point is deemed appropriate based on a subscription level of the user; and~~

~~means for continuing display of the entertainment content without displaying an advertisement during a second insertion point, wherein the display of an advertisement during the second insertion point is deemed inappropriate based on the subscription level of a user.~~

44. (Previously Presented) The system of claim 43, wherein the means for receiving comprises a means for receiving a pre-recorded medium containing the entertainment content and storing the medium at the user location.

45. (Previously Presented) The system of claim 44, wherein the means for receiving comprises a means for receiving entertainment content on a medium having a hardware security

feature such that display of the entertainment content is possible only upon a player device including hardware compatible with the hardware security feature.

46. (Previously Presented) The system of claim 43, further comprising:  
means for caching the subset of received advertisements at the user location.
47. (Previously Presented) The system of claim 46, further comprising:  
means for selecting at least one of the cached advertisements based upon the customer preference; and  
wherein the displaying at least one of the selected advertisements comprises displaying the selected cached advertisements.

48. (New) The method of claim 1, wherein display of an advertisement during the first insertion point is deemed appropriate based on a subscription level of the user.

49. (New) The method of claim 48, further comprising:  
continuing display of the entertainment content without displaying an advertisement during a second insertion point, wherein the display of an advertisement during the second insertion point is deemed inappropriate based on the subscription level of a user.

50. (New) The computer readable medium of claim 33, wherein display of an advertisement during the first insertion point is deemed appropriate based on a subscription level of the user.

51. (New) The computer readable medium of claim 50, the instructions further comprising:  
instructions to continue display of the entertainment content without displaying an advertisement during a second insertion point, wherein the display of an advertisement during the second insertion point is deemed inappropriate based on the subscription level of a user.

52. (New) The system of claim 38, wherein display of an advertisement during the first insertion point is deemed appropriate based on a subscription level of the user.

53. (New) The system of claim 52, wherein the device is further configured to continue display of the entertainment content without displaying an advertisement during a second insertion point, wherein the display of an advertisement during the second insertion point is deemed inappropriate based on the subscription level of a user.

54. (New) The system of claim 43, wherein display of an advertisement during the first insertion point is deemed appropriate based on a subscription level of the user.

55. (New) The system of claim 55, further comprising:  
means for continuing display of the entertainment content without displaying an advertisement during a second insertion point, wherein the display of an advertisement during the second insertion point is deemed inappropriate based on the subscription level of a user.